



Premium Beauty and Personal Care in Malaysia

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

High-end retail space provides opportunities to growth for many premium beauty and personal care players
L'Oréal invests strongly across its brand portfolio to lead premium beauty and personal care
Enhanced customer experiences drive stronger interest in premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Growing consumer acceptance of internationally renowned premium beauty and personal care brands underlines strong growth forecast
Cross-category expansion and hybridity to serve as major strategies of premium beauty and personal care players
High-end retail space remains essential for premium beauty and personal care

CATEGORY DATA

- Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024
- Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029
- Table 6 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in Malaysia - Industry Overview

EXECUTIVE SUMMARY

- Beauty and personal care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for beauty and personal care?

MARKET DATA

- Table 7 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/premium-beauty-and-personal-care-in-malaysia/report.